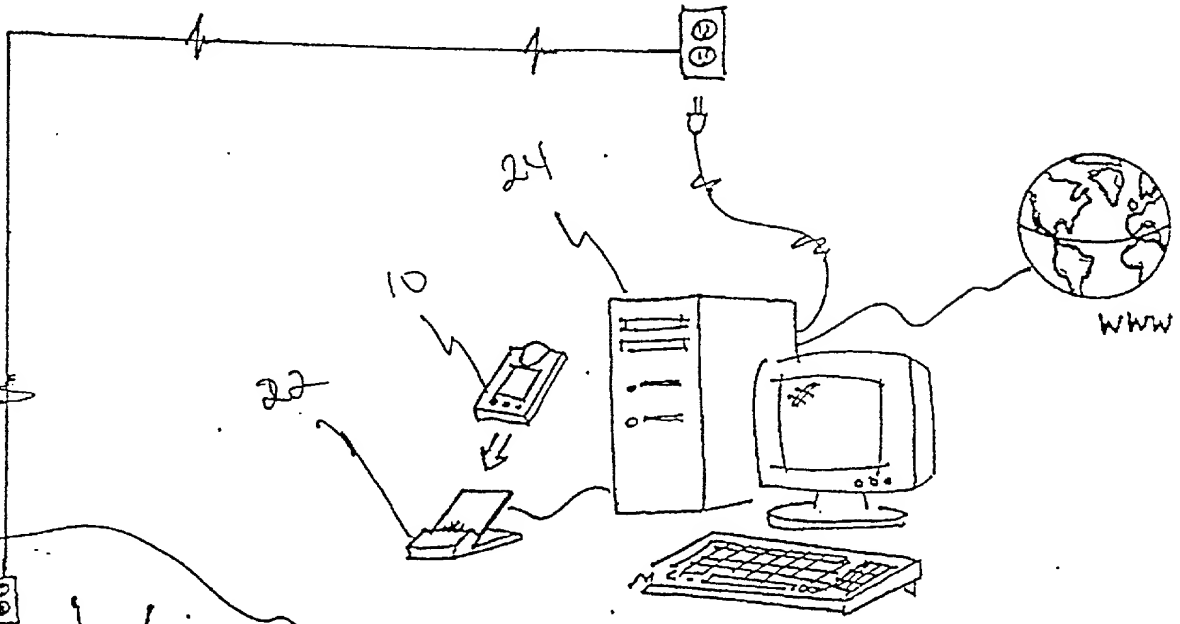
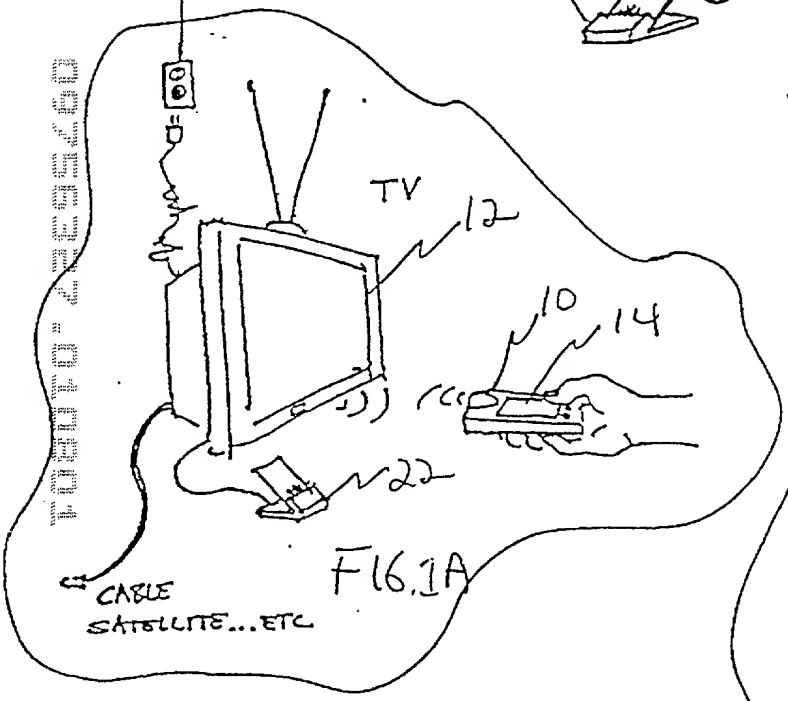
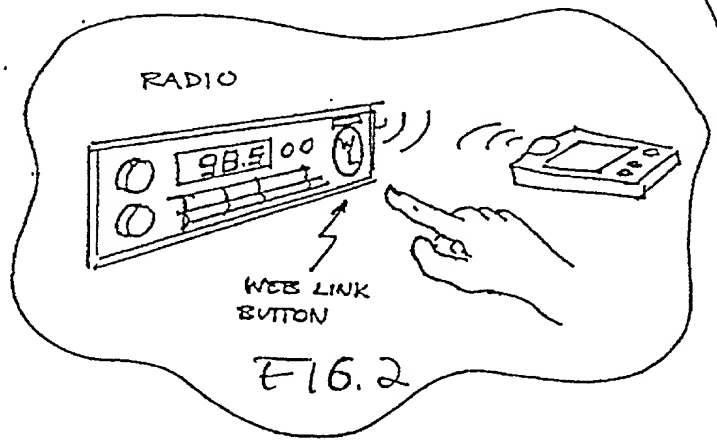
POWERED BY 2222222



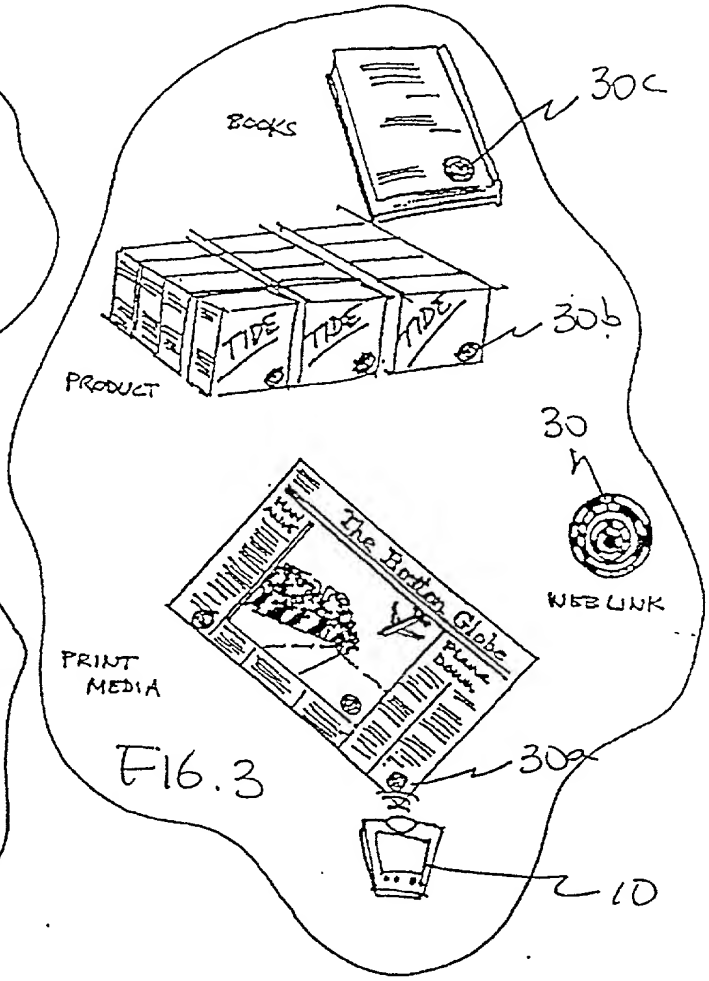
F16.1



F16.1A



F16.2



F16.3

TOBOTO 22295260

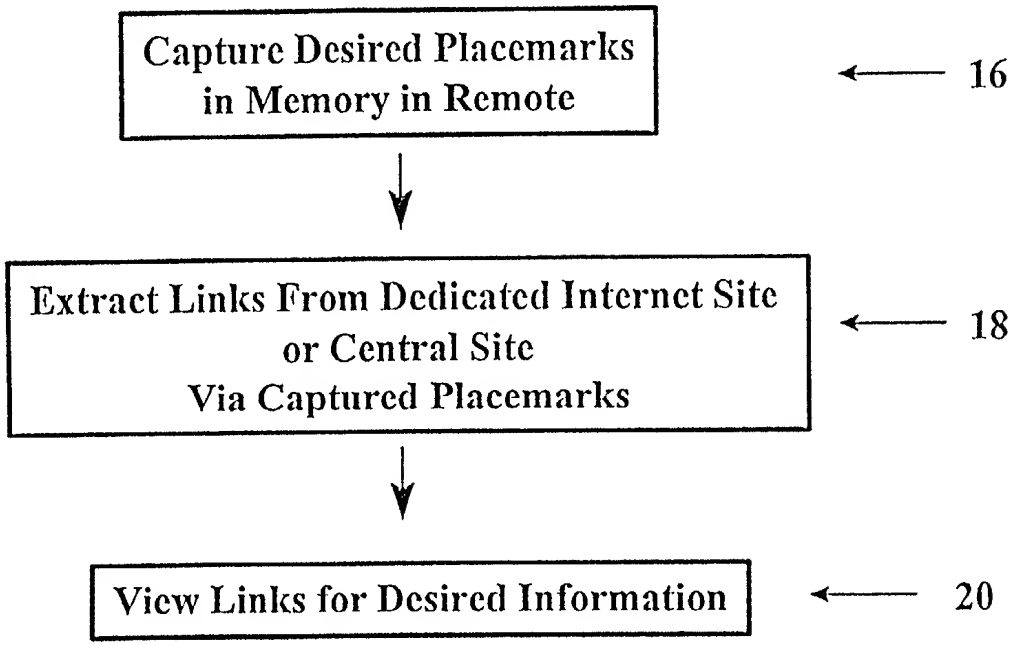


FIG. 4

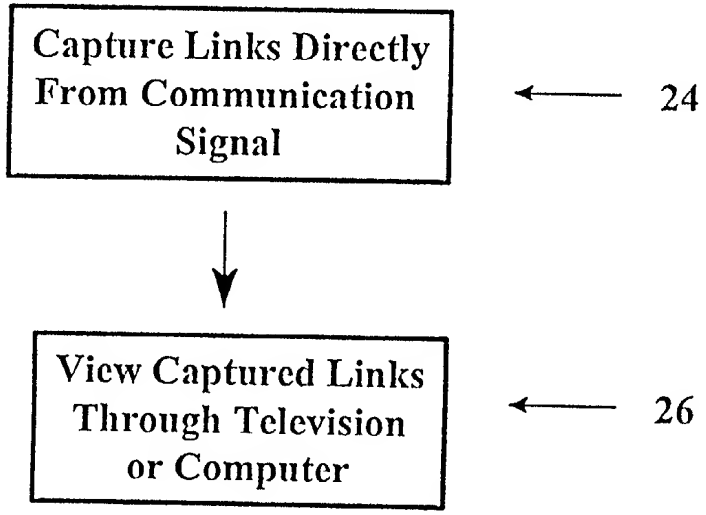

Capture Links Directly From Communication Signal
24
View Captured Links Through Television or Computer
26

FIG. 5

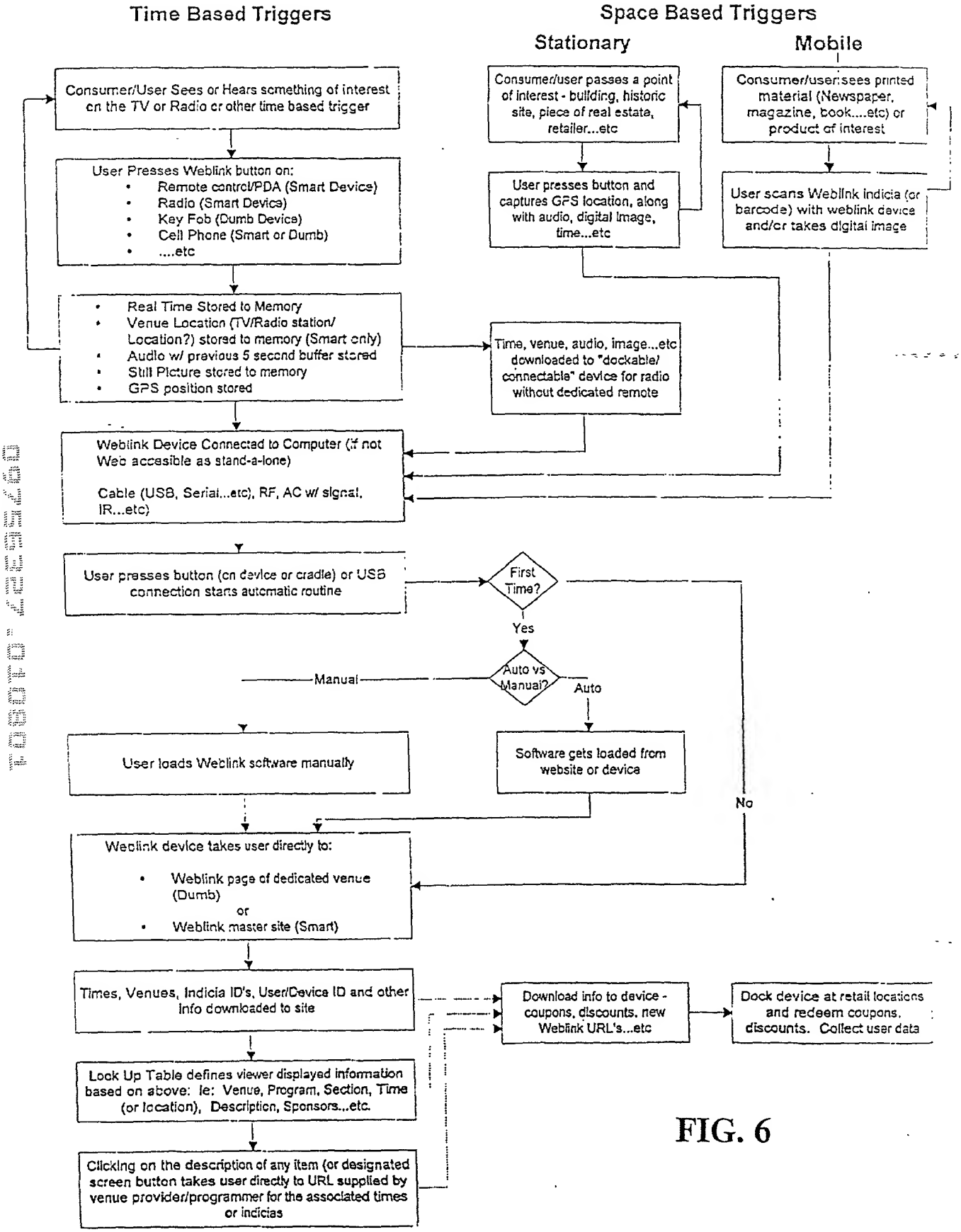

Time Based Triggers
Space Based Triggers
Stationary
Mobile
Consumer/User Sees or Hears something of interest on the TV or Radio or other time based trigger
Consumer/user passes a point of interest - building, historic site, piece of real estate, retailer...etc
Consumer/user sees printed material (Newspaper, magazine, book....etc) or product of interest
User Presses Weblink button on:
Remote control/PDA (Smart Device)
Radio (Smart Device)
Key Fob (Dumb Device)
Cell Phone (Smart or Dumb)
....etc
User presses button and captures GPS location, along with audio, digital image, time...etc
User scans Weblink indicia (or barcode) with weblink device and/or takes digital image
Real Time Stored to Memory
Venue Location (TV/Radio station/ Location?) stored to memory (Smart only)
Audio w/ previous 5 second buffer stored
Still Picture stored to memory
GPS position stored
Time, venue, audio, image...etc downloaded to "dockable/ connectable" device for radio without dedicated remote
Weblink Device Connected to Computer (if not Web accesible as stand-a-lone)
Cable (USB, Serial...etc), RF, AC w/ signal, IR...etc)
User presses button (on device or cradle) or USB connection starts automatic routine
First Time?
Yes
No
Auto vs Manual?
Manual
Auto
User loads Weblink software manually
Software gets loaded from website or device
Weblink device takes user directly to:
Weblink page of dedicated venue (Dumb)
or
Weblink master site (Smart)
Times, Venues, Indicia ID's, User/Device ID and other info downloaded to site
Download info to device - coupons, discounts, new Weblink URL's...etc
Dock device at retail locations and redeem coupons, discounts. Collect user data
Look Up Table defines viewer displayed information based on above: Ie: Venue, Program, Section, Time (or location), Description, Sponsors...etc.
Clicking on the description of any item (or designated screen button takes user directly to URL supplied by venue provider/programmer for the associated times or indicias

FIG. 6